obtained to form a magnet alloy; the magnet alloy having an alloy composition of the formula, by atomic %:

$Sm_xFe_{100-x-v}N_v$ wherein $7 \leqq x \leqq 12$ and $0.5 \leqq v \leqq 20$, a $TbCu_7$ crystal structure, and flakes with a thickness of 10-40μm. --

-- 2. (Amended) A flaky, isotropic SmFeN powdery magnet material prepared by roll-quenching a molten alloy and nitriding the alloy powder thus obtained to form a magnet allow; the magnet alloy having an alloy composition of the formula, by atomic %:

$Sm_xFe_{100x-y-v}M^1_yM_v$ wherein M^1 is at least one member selected from the group consisting of Hf and Zr; $7 \leqq x \leqq 12$ and $0.1 \leqq y \leqq 1.5$ and $0.5 \leqq v \leqq 20$, a $TbCu_7$ crystal structure, and flakes with a thickness of 10-40μm. --

-- 3. (Amended) A flaky, isotropic SmFeN powdery magnet material prepared by roll-quenching a molten alloy and nitriding the alloy powder thus obtained to form a magnet alloy; the magnet alloy having an alloy composition of the formula, by atomic %:

$Sm_xFe_{100-x-z-v}M^2_yN_v$ wherein M^2 is at least one member selected from the group consisting of Si, Nb, Ti, Ga, Al, Ta and C; $7 \leqq x \leqq 12$, $0.1 \leqq z \leqq 1.0$ and $0.5 \leqq v \leqq 20$, a $TbCu_7$ crystal structure, and flakes with a thickness of 10-40μm. --